



MOTIVATION AND STRATEGIES OF MALAYSIAN TWITCH STREAMERS:
ENHANCING LIVE STREAMING PERFORMANCE

TAN SHARMAINE

A RESEARCH PROJECT
SUBMITTED IN
PARTIAL FULFILMENT OF THE REQUIREMENTS FOR
THE BACHELOR OF COMMUNICATION (HONOURS) BROADCASTING
FACULTY OF CREATIVE INDUSTRIES
UNIVERSITI TUNKU ABDUL RAHMAN

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TAN SHARMAINE

APPROVAL FORM

This research paper attached here to, entitled "Motivation and Strategies of Malaysian Twitch Streamers: Enhancing Live Streaming Performance" prepared and submitted by Tan Sharmaine in partial fulfilment of the requirements for the Bachelor of Communication (Hons) Broadcasting is hereby accepted.



Date: 9 May 2024

Supervisor

Mr Beh Chun Chee

Motivation and Strategies of Malaysian Twitch Streamers:
Enhancing Live Streaming Performance

ABSTRACT

This research delves into the motivations and strategies employed by Malaysian Twitch streamers to elevate their live streaming performance. In this digital age when it comes to live streaming platforms such as Twitch and YouTube, this study investigates the motivations behind Malaysian Twitch streamers or content creators in pursuit of live streaming careers and their improvement in delivering their content creation by having motivational goals. By using the Uses and Gratification Theory, the study aims to uncover the key strategies that assist in improving live streaming performance by conducting an in-depth analysis of Malaysian Twitch streamers. Therefore, this could help Twitch streamers to improve their motivational ways to enhance the live streaming engagement to improve their creative content.

DECLARATION

I declare that the information in this article is the result of my own efforts, and that proper credit has been given in the bibliography and references to ALL sources, whether written, electronic, or personal.

Name : TAN SHARMAINE

Student ID : 20UJB01334

Signed : *Sharmaine*

Date : 5 September 2024

CHAPTER 1: INTRODUCTION

1.0 Introduction

Nowadays, the rise of gaming content creators has massively increased throughout the years. There are several live streaming platforms that are popular such as Twitch and YouTube. Viewers can be watching their favourite live streamers, which is also known as content creators and watch their live streams. As the more interesting the content is, the more viewership the content creator gets. The objective of this research is to identify how Malaysian Twitch streamers give them the motivation to pursue live streaming careers and how they improve live streaming through motivational goals. In this chapter there will be background study, problem statements, the purpose of study research, research questions, research objectives, along with the significance and key definition of the research.

1.1 Background of Study

Live streaming has started to become a live working career on the Internet in this modern world. People have been live streaming on social media platforms such as Twitch, YouTube, TikTok and other up-and-coming platforms by earning money revenues. Twitch has been one of the most popular sites to live stream where it focuses more towards gaming and tech (Restream Team, 2024). It is where millions of online users live stream to chat, interact and create content daily (Twitch.tv, n.d). It provides numerous options for content creators to monetize their content and has a live chat function that allows viewers and Twitch streamers to communicate in real time. This rising trend impacted entertainment and raised discussions about how live streaming affects content creator's social, psychological, and mental growth.

Although the popularity of live streams are increasing, there is still a lack of knowledge about how content creator's passion for creating video content affects their future career life. By investigating Malaysian content creator's sustainability, this study aims to find out content

creator's motivations to pursue live stream and to find out what strategies they are able to improve it.

1.2 Problem Statement

According to Clement (2023), Twitch had more than six million active streamers in October 2023, down from a record of 9.89 million in January 2021. Previously, the platform had a surge during the COVID-19 pandemic, which new Twitch users utilised it to communicate with audiences and try out live streaming. However, the trend subsided, the streaming industry has become more competitive as other platforms other than Twitch evolved to lure streamers along with their viewers. Not only that, some content creators slowly went back to their work life in the real world and not been actively streaming like how they used to be. However, there are some Twitch streamers who chose to continue streaming. With the decrease of Twitch content creators, how active are the Twitch Streamers? How are they still maintaining a constant stream and at the same time improving themselves?

There are less research studies regarding Malaysian Twitch Streamers in terms of live stream motivation. Live streaming to live stream services can be considered a waste of time to some people when there is no progression or improvement. But still, people still live stream to their heart's content. Thus, there may be some motivational elements that should be put in live streaming services in order to tackle people to keep on live streaming to audiences. Hence, it is important to identify factors such as professionalism, credibility, attractiveness and interactivity from live streamers (Meng, Z. & Lin, M., 2023).

1.3 Research Question

RQ1 What are the motivations for Content Creators to pursue live streaming?

RQ2 How Content Creators improve live streaming from motivational goals?

1.4 Research Purpose

This study aims to identify what kinds of motivations to encourage content creators and how content creators improve their live streaming from motivational goals.

1.5 Research Objective

RQ1 To identify Content Creator's motivations to pursue live streaming.

RQ2 To find out how Content Creators improve live streaming through motivational goals.

1.6 Significance of Study

This study will analyse the factors that influence Malaysian Twitch streamers to provide constant streaming content and uncover the streamer's motivational factors. Besides that, this study will evaluate the benefits of live streaming from Malaysian Twitch streamers.

Additionally, this study will evaluate the insight of Malaysian Twitch streamer's weekly streaming basis and how Malaysian Twitch streamers grow accustomed to live streaming while balancing their physical life. This study also uncovers the challenges and setbacks of Malaysian Twitch streamers while maintaining their viewership and money revenue.

Other than that, the study's findings are able to help new up-coming Malaysian Twitch streamers who want to pursue the live streaming career. By applying Uses and Gratifications theory, we will be able to see the knowledge and thoughts from Twitch Content Creators.

1.7 Key Definitions

Content Creator: A person who produces by engaging or instructing content for any platform or channel.

Live Stream: A live broadcast that is transmitted over the internet.

Live Streamer: A person who makes videos that shows themselves streaming on the internet while playing computer games, talking about products, or other activities at the same time.

Twitch: A live streaming platform service for watching and streaming in digital video broadcasts.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

Twitch, initially launched in 2011, experienced significant growth starting around 2014, surpassing Facebook in internet traffic in the United States during that year as evident in a chart about U.S peak internet traffics in a news article by FitzGerald and Wakabayashi (2014), marking a pivotal moment in its rise as a dominant force in the gaming and live-streaming industries. However, the emergence of the COVID-19 pandemic during the year 2020 caught the world off guard, presenting an unprecedented situation that challenged societies, economies, and healthcare systems worldwide. As the virus rapidly spread, governments implemented various measures to curb its transmission, including lockdowns, social distancing, and travel restrictions. Amidst these disruptions, the gaming and eSports industry emerged as one of the least affected sectors as information and communication technologies served as a basis for most strategies implemented by the World Health Organization (2020). With people confined to their homes and seeking avenues for entertainment and social interaction, the demand for gaming surged, leading to live-streaming platforms like Twitch to experience a surge in users as both gamers and eSports enthusiasts turned to live-streaming for entertainment and connection. This trend highlighted the resilience of the gaming sector and its ability to thrive amidst adversity, leveraging live-streaming platforms for monetization and expanding its reach to a broader audience.

2.1 Twitch and the COVID-19 Pandemic

Amidst the COVID-19 lockdown, there was a notable surge in Twitch viewership, with a remarkable increase of up to 56% during the second quarter of 2020 compared to a peak of 1.8 billion hours watched in the first quarter. Concurrently, streaming hours also rose by 20% from the fourth quarter of 2019 (McIntyre, 2020; Murdock, 2020). A recent study by Chae and Lee (2022) delved into the emotional experiences of Twitch users during this period, revealing heightened levels of anger and anxiety alongside a decrease in the use of social words. These emotional responses can likely be attributed to the stressful circumstances of the pandemic, including factors such as social isolation, uncertainty about the future, and health concerns.

As such, Twitch streamers encountered unique challenges during these challenge times, including balancing content creation, maintaining viewer engagement, and managing personal stress as evident from interviews of several renowned streamers on Twitch by Fenlon (2020). Despite these hurdles, streamers adapted by adjusting their content to meet their audience's evolving needs, emphasising empathy and community support. Many diversified their content beyond gaming, exploring activities like cooking, art, music, and fitness. Interestingly, the 'Just Chatting' category gained prominence during the pandemic, as many streamers engaged with their viewers on a variety of topics beyond gaming, fostering connections amid travel restrictions (Wilde, 2020). Additionally, some streamers seized the opportunity to acquire new skills such as video editing or graphic design to enhance their content creation capabilities (Kapetaniou, 2020). This adaptability not only maintained loyal viewership but also led to increased engagement, demonstrating the resilience and creativity of streamers within the Twitch community during challenging times.

2.2 What drives people to watch live streams

After the pandemic, live streaming has become increasingly popular and a common entertainment activity, drawing in audiences from around the world. A research by Speed et al. (2023) explores the motivations and behaviours of Twitch viewers, focusing on the platform's appeal and the distinct groups of viewers. Below table is the different groups of Twitch viewers identified by the authors alongside their motivations and behaviours in watching streams:

Types of Twitch Viewers	Motivations / Behaviours
Try Before You Buy users	<ul style="list-style-type: none">● Watch Twitch for entertainment and to inform their gaming decisions.● Primarily motivated by seeking gaming information and entertainment, and are attracted to the content of video games.● Commonly influenced by the streamer's personality and the quality of the content delivery.
Antisocial Viewers	<ul style="list-style-type: none">● Primarily seek video game content and reject social interaction on the platform.● Focused on consuming video game content when their access to gaming is restricted and have high standards in content delivery.● Prefers a streamer who is skilled, focused on gameplay, and free from “chat drama”.
Loyal Lurkers	<ul style="list-style-type: none">● Prefers to passively consuming content from specific streamers but does not engage with others on the platform.

	<ul style="list-style-type: none"> ● Prefer to remain anonymous and inactive in the social elements of the platform. ● Commonly developed parasocial relationships with their favourite streamers and enjoy multitasking while watching Twitch streams.
Social Viewers	<ul style="list-style-type: none"> ● Uses the platform to create and support social communities with other streamers and viewers. ● Enjoys the live, interactive aspects of the platform and actively interacts with their favourite streamers. ● Values the social interaction and community building on the platform, and are motivated by the unique social capabilities that the live-streaming platform provides.

Table 1: Types of Twitch Viewers

These distinct groups of viewers differ in their motivations and behaviours, with some seeking gaming information and entertainment, while others prioritise social interaction and community building.

For content creators and streamers, the identification of these distinct audience groups offers a deeper understanding of their viewers' preferences, motivations, and behaviours. Recognizing the specific needs and desires of each group allows content creators to tailor their content to better resonate with their audience. For example, understanding the preferences of "Try Before You Buy" users for gaming information and entertainment can help streamers create content that aligns with these motivations, while acknowledging the social interaction and community-

building motivations of "Social Viewers" can guide streamers in fostering a more interactive and engaging environment (Speed et al., 2023).

Meanwhile, a study by Sjöblom and Hamari (2017) revealed that a sense of community in the watching experience increases the amount of time people watch streams and is the strongest determinant of people following streamers and subscribing to them. Their study suggests that game developers, streaming platform developers, and streamers should focus on increasing the degree to which viewers experience communality and a sense of belonging in order to maintain loyal viewership.

Interestingly, Kim and Kim (2022) delve into the role of users' emotional states such as flow experience and psychological well-being and how it affects viewers in watching streams. When viewers experience a state of flow while watching live streams, they are completely absorbed in the content and feel deeply engaged. This heightened focus and immersion often leads to a more enjoyable and fulfilling viewing experience resulting in a sense of satisfaction that keeps viewers indulged in the streams they watch. Attributes such as technology and functional quality for example, high quality broadcasts and user-friendly platforms enhances viewer's flow state. On the other hand, live streams that promote psychological well-being encourage people to watch streams by reducing stress and provide a form of relaxation and entertainment for viewers leading to a sense of well-being and contentment. The authors discovered that a streamer's skills affects the psychological well-being attribute of a viewer in watching their streams. Aside from watching streams for pure entertainment, some viewers watch their favourite streamers to gain knowledge about strategies and technical skills for a video game. Watching and following the strategies and techniques, leads the viewers to be more committed in watching their favourite streamers. Attributes such as having a sense of friendship with their

favourite streamers, convenience from easy accessibility, and security quality of platform and services to allow viewers to feel safe affects both the viewer's flow state and psychological well-being.

In essence, flow experience and psychological well-being work together to create a positive and engaging viewing environment. Being in a state of flow can positively impact viewers' psychological well-being by providing a sense of accomplishment, enjoyment, and focus. This positive flow experience can contribute to viewers' overall well-being and emotional state while watching live streams, which in turn maintains their engagement and immersion in the content, leading to a continuous flow experience (Kim & Kim, 2022).

2.3 Uses and Gratification Theory on live-stream engagement

The theory of Uses and Gratifications, originating from the field of communication and media studies, seeks to comprehend why people actively select and engage with specific media content in order to satisfy their distinct desires and requirements (Shao, 2009). In other words, UGT acts as a framework to understand consumer choices and roles in media engagement.

Utilising this framework, Hilvert-Bruce et al. (2018) examined viewer motivations for engaging in Twitch live-stream communities and found that six out of the eight factors, including social interaction, sense of community, meeting new people, entertainment, information seeking, and external support in their proposed socio-motivation model, partly explained live-stream emotional attachment and behavioural engagement. A desire for social interaction and a sense of belonging to an online community were the most consistent and strongest motivators of live-stream engagement. In contrast, a desire for social support or

compensation for social anxiety did not explain engagement. Thus, combined with UGT, these results suggest that people spend more time watching live-streams to meet their need for social interaction (Hilvert-Bruce et al., 2018).

CHAPTER 3: METHODOLOGY

3.0 Introduction

In this research, we will be discussing the selection of research design, the sampling methods, and the data collection gathered along with the data analysis.

3.1 Research Design

To find out the study requires a research design. According to Shona McCombes (2021), research design is a method that helps the overall research objectives by using sampling methods or criteria in order to collect data. Mixed-method design will be used to conduct this study which is able to find out both quantitative and qualitative approaches. Mixed-method design helps to acquire a deeper understanding of solutions rather than using only one quantitative or qualitative study as it integrates benefits of both specialties (T. George, 2021). A questionnaire form will be conducted to collect data of Malaysian Twitch streamer's live stream benefits and motivations as a quantitative approach. As for the qualitative approach, the study will also be conducting interview sessions by questioning open-ended questions for better understanding Malaysian Twitch content creator's experiences and motivations.

3.2 Population, Sample Size and Sampling Method

To get data collection of this study, sample and population are important parts of the research. According to Pritha Bhandari (2020), a sample is a specific group of the data collected, whereas population is the total group that need to draw conclusions about. In this study, the target audience would be Twitch streamers that are aged between 18 years old to

29 years old who live in Malaysia. The purposive sampling technique will be used to select 50 respondents as the sample size. This strategy is used to choose only active Malaysian Twitch streamers who are affiliated with Twitch. This affiliation proves that the streamers have streamed for at least 8 hours, streamed for 7 different days, have an average of three viewers and must have at least 50 followers (Twitch, n.d).

3.3 Data Collection

3.3.1 Questionnaire

Affiliated Malaysian Twitch Streamers will be the target audience. The respondents will be given an online questionnaire in Google form to collect the data. This data will identify the respondent's live streaming schedules as well as game categories they streamed on Twitch. 50 participants agreed to participate in this questionnaire. The table below shows the demographics of the respondents.

Participant	Gender	Age	Ethnicity	Malaysia State	Occupations
1	Male	29 years old and above	Malay	Pahang	Employed
2	Male	19 to 23 years old	Chinese	Selangor	Student
3	Male	29 years old and above	Malay	Wilayah Persekutuan	Employed
4	Female	19 to 23 years old	Chinese	Selangor	Student
5	Male	29 years old and above	Chinese	Wilayah Persekutuan	Employed
6	Male	24 to 28 years old	Kadazan Sino	Sabah	Employed
7	Male	24 to 28 years old	Chinese	Johor	Employed
8	Male	19 to 23 years old	Chinese	Selangor	Student

Participant	Gender	Age	Ethnicity	Malaysia State	Occupations
9	Female	24 to 28 years old	Chinese	Selangor	Employed
10	Female	24 to 28 years old	Chinese	Selangor	Employed
11	Male	19 to 23 years old	Malay	Johor	Part Time
12	Male	19 to 23 years old	Malay	Selangor	Student
13	Female	24 to 28 years old	Chinese	Sarawak	Freelance
14	Male	19 to 23 years old	Chinese	Selangor	Student
15	Female	19 to 23 years old	Chinese	Selangor	Employed
16	Female	29 years old and above	Kadazan Sino	Sabah	Employed
17	Male	19 to 23 years old	Chinese	Selangor	Employed
18	Male	24 to 28 years old	Chinese	Wilayah Persekutuan	Employed
19	Female	24 to 28 years old	Chinese	Pahang	Employed
20	Male	19 to 23 years old	Chinese	Pahang	Unemployed
21	Female	19 to 23 years old	Malay-German	Selangor	Student
22	Male	24 to 28 years old	Chinese	Selangor	Freelance
23	Female	19 to 23 years old	Malay	Sarawak	Unemployed
24	Male	29 years old and above	Chinese	Wilayah Persekutuan	Employed
25	Female	24 to 28 years old	Chinese	Selangor	Freelance
26	Male	19 to 23 years old	Malay	Selangor	Student
27	Female	19 to 23 years old	Burmese	Sabah	Student
28	Female	19 to 23 years old	Malay	Wilayah Persekutuan	Student
29	Male	19 to 23 years old	Chinese	Selangor	Freelance
30	Male	29 years old and above	Visaya	Wilayah Persekutuan	Employed
31	Female	19 to 23 years old	Bumiputera	Sarawak	Student

Participant	Gender	Age	Ethnicity	Malaysia State	Occupations
32	Male	29 years old and above	Ceylonese	Selangor	Employed
33	Female	29 years old and above	Malay	Kelantan	Employed
34	Male	19 to 23 years old	Malay	Wilayah Persekutuan	Student
35	Male	29 years old and above	Indian	Selangor	Freelance
36	Male	19 to 23 years old	Malay	Kelantan	Student
37	Female	24 to 28 years old	Malay	Kelantan	Freelance
38	Male	29 years old and above	Chinese	Selangor	Employed
39	Male	24 to 28 years old	Indian	Johor	Employed
40	Male	19 to 23 years old	Chinese	Wilayah Persekutuan	Employed
41	Male	24 to 28 years old	Malay	Selangor	Student
42	Male	19 to 23 years old	Chinese	Selangor	Student
43	Male	24 to 28 years old	Chinese	Selangor	Unemployed
44	Female	19 to 23 years old	Chinese	Selangor	Student
45	Female	29 years old and above	Indian	Selangor	Employed
46	Female	24 to 28 years old	Chinese	Penang	Employed
47	Female	below 18 years old	Chinese	Selangor	Student
48	Male	19 to 23 years old	Chinese	Selangor	Part Time
49	Female	19 to 23 years old	Malay	Selangor	Freelance
50	Male	29 years old and above	Chinese	Wilayah Persekutuan	Part Time

3.3.2 Interview Session

Another method to find out the results is conducting an interview session with the respondents. The three respondents are selected from the questionnaire form and specifically chosen according to their Twitch constant livestreams. They are required to stream at least

one time per week constantly, have an average of 20 views and have at least one thousand followers on Twitch. The interview was conducted on Discord privately and their answers are to be confidential. The interview questions will be regarding the live streamer's balancing their commitments in life with live streaming and the motivations to maintain their activeness. Furthermore, interactions between the live streamer and the viewers will be discussed, along with the challenges or setbacks they faced being a live streamer.

3.4 Data Analysis

To determine the overall data collected from the questionnaire along with the interview session, this study will be using a descriptive analysis method to show a clear dataset. Villegas (2023) emphasises that descriptive analysis helps to describe, demonstrate, and summarise data points to make the patterns emerge which can satisfy all of the data's requirements. Rawat (2021) also mentioned that descriptive analysis is very important in research studies as it provides a conclusion about the distribution of the data, and assists in detecting similarities between variables.

Besides that, the study will be using thematic analysis to find out the qualitative data. This analysis method refers to a collection of texts or transcripts, which is an effective method to identify the topics or ideas that are related to each other (Caulfield, 2019). This method also helps to obtain information about people's opinions, knowledge or experiences based on the interview transcripts. Thematic analysis provides flexibility in data interpretation which makes it easier to approach big data sets by sorting into broad topics. Besides looking through interview data collection using this analysis method, the data from the questionnaire will also be analysed to gain a better insight. Therefore, IBM SPSS (Statistical Package for the Social Sciences) will be used as an analysis tool to produce the

results. IBM SPSS Statistics software allows to maximise the value of the data information, help to improve decision making and research outcomes (IBM SPSS statistics, n.d).

CHAPTER 4: RESEARCH FINDINGS

4.0 Introduction

The demographics of the respondents from the mentioned questionnaire will be looked into this section to further understand the streaming behaviour of local streamers in Malaysia in relation to the research objectives. The various motivations for streaming are explored to understand the motivations that contribute to the streamers and how motivational goals could help streamers improve their live stream.

4.1 Demographics Information

The respondents' demographics will be examined which includes the age, gender and their ethnicity.

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	20	40.0	40.0	40.0
	Male	30	60.0	60.0	100.0
	Total	50	100.0	100.0	

Figure 1

The figure illustrates the gender distribution percentages from the questionnaire responses. Out of 50 total respondents, 30 were males, constituting 60% of the respondents, while the remaining 20 respondents were females, accounting for 40% of the total respondents.

3. Age
50 responses

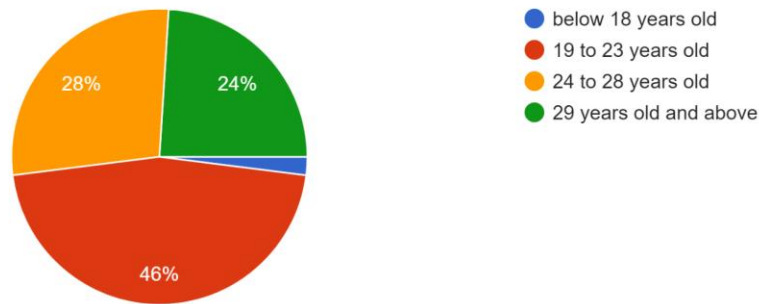


Figure 2

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19 to 23 years old	23	46.0	46.0	46.0
	24 to 28 years old	14	28.0	28.0	74.0
	29 years old and above	12	24.0	24.0	98.0
	below 18 years old	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

Figure 3

Based on Figure 2 and Figure 3 shows the percentage of the respondent's age in the questionnaire. The highest percentage, 46%, is from the age range of 19 to 23 years old consisting of 23 respondents. The age range of 24 to 28 years old gets the percentage of 28% which shows the second highest percentage of the age range. Next is followed by the age range of 29 years and above by 24%. Lastly, the fewest respondent's age range, below 18 years old only has the 2%. This explains that respondents from the questionnaire are mostly from adulthood.

		Ethnicity			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	bumiputera sarawak	1	2.0	2.0	2.0
	Burmese	1	2.0	2.0	4.0
	Ceylonese	1	2.0	2.0	6.0
	Chinese	27	54.0	54.0	60.0
	Half Malay, Half German	1	2.0	2.0	62.0
	Indian	3	6.0	6.0	68.0
	Malay	13	26.0	26.0	94.0
	Sino-Kadazan	2	4.0	4.0	98.0
	Visaya	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

Figure 4

Figure 4 shows the respondent's ethnicity. 27 respondents are from Chinese, which makes up 54% of the total respondents. Next up is 13 Malay respondents, which takes out 25% of the total respondents. The third highest percentage takes up to 6% of the total respondents, which is three respondents from Indian ethnicity. The remaining 14% are respondents from Bumiputera, Burmese, Ceylonese, Malay-German mixed, Sino-Kadazan and Visaya ethnicities.

4.2 Psychographics Information

In this section, respondent's psychographics will be shown below that includes respondent's Malaysia States and their occupations.

		MalaysiaState			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Johor	3	6.0	6.0	6.0
	Kelantan	3	6.0	6.0	12.0
	Pahang	3	6.0	6.0	18.0
	Penang	1	2.0	2.0	20.0
	Sabah	3	6.0	6.0	26.0
	Sarawak	3	6.0	6.0	32.0
	Selangor	25	50.0	50.0	82.0
	Wilayah Persekutuan	9	18.0	18.0	100.0
	Total	50	100.0	100.0	

Figure 5

Figure 5 shows the respondents from different Malaysia States. Most of the respondents are from Selangor, which consist of 50% of the total respondents. The second highest are respondents from Wilayah Persekutuan, at the percentage of 18%. Respondents from Johor, Kelantan, Pahang, Sabah, and Sarawak have the same percentage of 6% with three respondents each. This left only one respondent from Penang which is 2% of the total respondents.

		Occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed	21	42.0	42.0	42.0
	Freelance	7	14.0	14.0	56.0
	Part Time	3	6.0	6.0	62.0
	Student	16	32.0	32.0	94.0
	Unemployed	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

Figure 6

Figure 6 shows the respondent's occupation. The highest percentage consists of 42%, which shows 21 respondents that are currently employed at work. The second highest pushes to 16 respondents that are students pursuing their studies, which is at the percentage of 32%. The third highest percentage is from respondents that are freelance, which is 14% of the total respondents. The remaining 6% are respondents that are currently part time and unemployed of 3 respondents each.

4.3 Twitch Streaming Usage

This segment will dive deep into an analysis of the respondent's language speak during livestream, streaming categories on Twitch, Twitch streaming usage, daily streaming hours and software application used for live streaming on Twitch. This analysis shows insights of respondents' live streaming engagement on Twitch.

What language do you usually speak during livestream?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	3	6.0	6.0	6.0
	English	44	88.0	88.0	94.0
	Malay	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

Figure 7

Figure 7 shows the usual language respondents speak during their live streaming on Twitch. Based on the Figure xx, 88% of the respondents speak in English. As Twitch is a streaming platform that is widely used by live streamers internationally, English is used as a universal language. However, Malaysia is a multiracial country in which respondents prefer to speak in Chinese and Malay. Therefore, the remaining 6% are respondents who speak Chinese and Malay with three respondents each.

9. Which categories do you stream on Twitch?

50 responses

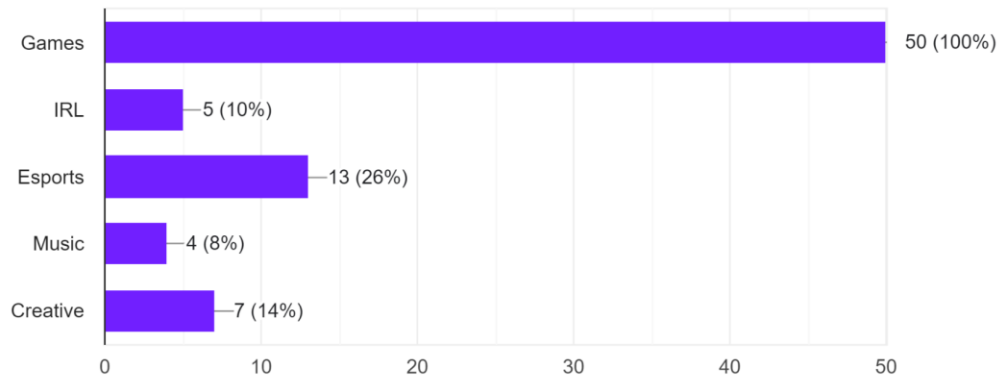


Figure 8

Figure 8 shows the respondent's usual live stream categories on Twitch. The results show 100%, which is that all of the respondents live streaming game category. This proves that Twitch mainly focuses on streaming games more than other categories. Besides that, the Esports category takes the second highest, consisting of 26% of the total respondents. Furthermore, 7 respondents have broadcast their creativity online which is higher than the number of respondents live streaming IRL (In Real Life), which is live streamers that conduct their content physically outside. This left only the Music category at 8%, showing the lowest number of respondents live streaming on Twitch.

How long have you been streaming on Twitch?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 to 3 years	36	72.0	72.0	72.0
	4 to 6 years	6	12.0	12.0	84.0
	Less than a year	7	14.0	14.0	98.0
	More than 6 years	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

Figure 9

The figure above shows how long the respondents have been maintaining their live streaming on Twitch. Out of 50 respondents, 36 respondents have been live streaming for about 1 to 3 years, showing 72% of the total respondents. There are 7 respondents which live streaming within less than a year, meaning that they are new to live streaming and have recently started not long ago. Additionally, there are respondents who have been streaming for 4 to 6 years, taking 12% of the total respondents. Surprisingly, there is one respondent that has been streaming for more than 6 years, showing the person's loyalty to live streaming on Twitch streaming platform.

How long do you usually stream?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 to 3 hours	30	60.0	60.0	60.0
	4 to 5 hours	10	20.0	20.0	80.0
	less or within 1 hour	1	2.0	2.0	82.0
	more than 5 hours	9	18.0	18.0	100.0
	Total	50	100.0	100.0	

Figure 10

Figure 10 shows the respondent's usual live streaming hours on Twitch. The majority of 30 respondents usually stream up to 2 to 3 hours, showing the percentage of 60%. There are respondents who streamed longer up to 4 to 5 hours, revealing the percentage of 20% of the total respondents. However, there are 9 respondents who live streaming for a longer period of time which exceeds more than 5 hours. Only one respondent live streamed its content on Twitch in less than one hour.

Software

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	OBS Studio	36	72.0	72.0	72.0
	Streamlabs OBS	14	28.0	28.0	100.0
	Total	50	100.0	100.0	

Figure 11

To live streaming on Twitch, respondents are to use software or applications to connect themselves to their own Twitch account channel. In this figure, it is able to show the results of respondents using which software to live stream on Twitch. 72% of the respondents use OBS Studio software, with an amount of 36 respondents. As for the remaining 14 respondents, they preferred to use Streamlabs OBS software to do their live streaming on Twitch.

4.4 Live Stream Motivations

In this section, thematic analysis will be used to generate themes according to the Likert scales from the questionnaire. Each statement will be classified from 1 (Strongly Agree) to 5 (Strongly Disagree). Themes will be the respondent's impacts and thoughts of live streaming along with their motivations to remain constant streaming on Twitch.

13. I enjoy live streaming every time.

50 responses

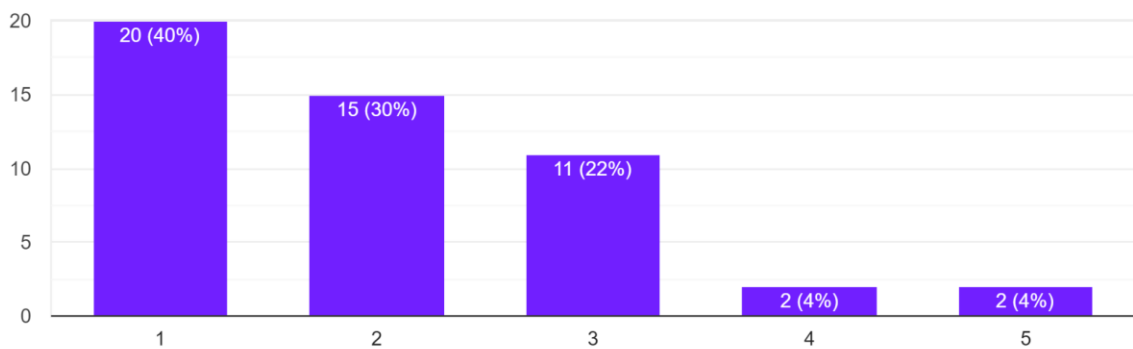


Figure 12

The figure shows the responses from the respondents of the statement “I enjoy live streaming every time”. This suggests the respondent's overall perspective and their satisfaction of enjoying live streaming. 40% of total respondents, which is 20 respondents strongly agree on the statement whereas 15 respondents covering 30% of the total respondents agree with it as well. This explains that they personally find live streaming enjoyable every time. 11 respondents which hold 22% of the total respondents find the statement neutral. However, two respondents (4%) disagree while another two respondents (4%) strongly disagree towards the statement.

14. I got motivated to stream from viewers or followers.

50 responses

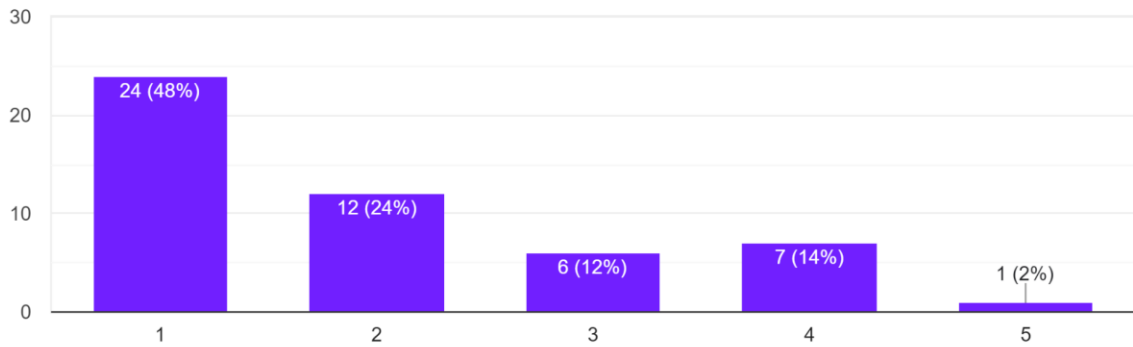


Figure 13

Figure 13 shows the respondent's reply towards the statement "I got motivated to stream from viewers or followers". This question examines the respondent's motivation for live streaming from the viewers or followers. 24 out of 50 respondents (48%) strongly agree that they got motivated by viewers due to their constant support. 12 of the respondents (24%) agree with the statement as well. There are 6 respondents (12%) provide the statements as neutral, followed by 7 respondents (14%) disagree and one respondent (2%) strongly disagrees. This may be a way of thinking that they may have their own personal goals instead of focusing towards viewership.

15. I got motivated to stream out of passion from creating content.

50 responses

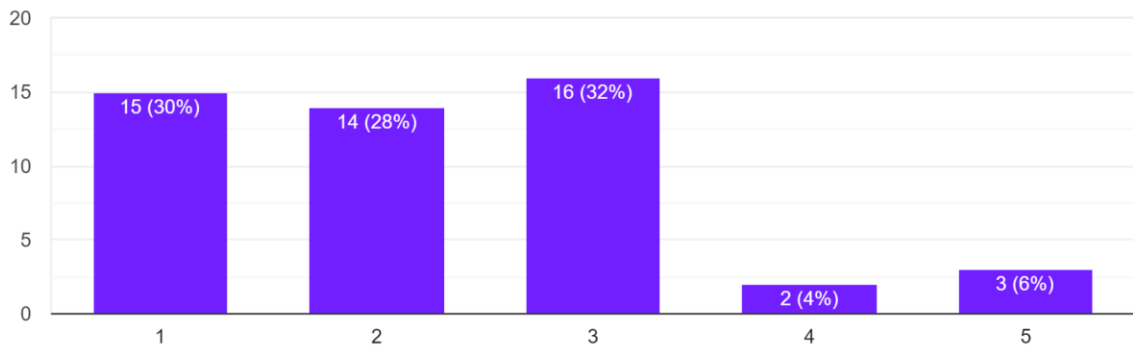


Figure 14

In this figure, it shows the responses of the statement “I got motivated to stream out of passion from creating content”. This explains that live streamers having constant live streaming may be from their own passion or interest in creating content. Surprisingly, 32% of the total respondents feel that the statement is neutral, which suggests they have the passion to be motivated sometimes. 30% of the respondents strongly agree with the statement, followed by 28% of the respondents seem to agree with the statement. However, there are some respondents who did not think that passion motivates them to live streaming. 4% of the respondents disagree, along with 6% of the respondents who strongly disagree.

16. I got motivated to stream from earning profit or money.

50 responses

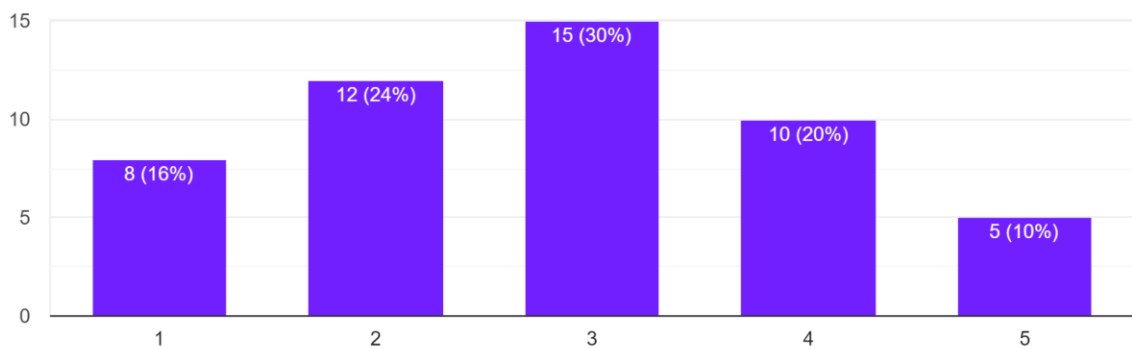


Figure 15

Based on Figure 15, the statement “I got motivated to stream from earning profit or money” has the responses of 50 Malaysian Twitch streamers as respondents. It describes one of the motivational ways for respondents to live streaming can come from earning money revenue or profit. As Twitch streamers which are affiliated spend time on developing their self-reputation, they are able to gain profit by reaching the profit quota. Therefore, some respondents may find the profit as an income. In Figure xx, 30% of the respondents find it neutral to the statement issued. 24% of the respondents agree with the statement and 16%

strongly agree. However, there are respondents who do not think earning profit or money is a motivational way for them. Therefore, there are 20% of the respondents that disagree whereas 10% of the respondents strongly disagree.

17. Live streaming is an integral part of my life.

50 responses

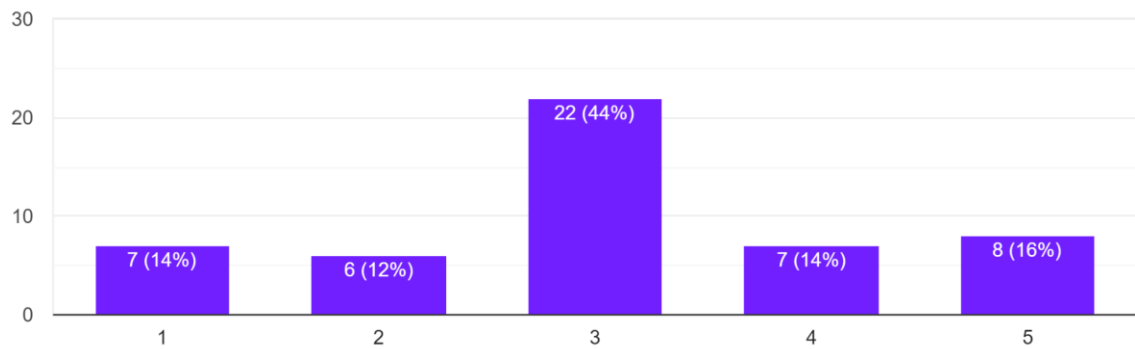


Figure 16

Figure 16 shows the responses' results of the following statement, “Live streaming is an integral part of my life”. The statement explores the respondent’s thoughts of live streaming being part of their lifetime. Some respondents strongly agree with the statement at 14% of the total respondents, whereas 12% of the respondents agree with the statement. However, a big majority of the total respondents at 44% of the total respondents picked neutral as an answer to the statement. There are respondents that disagree and strongly disagree by the percentage of 14% and 16%, which shows that they do not think live streaming is an essential part towards their life.

4.5 Knowledge / Profits received from Live Streaming

This section shows the respondent's responses towards what they think they gained from the experience of live streaming constantly. It will be focused towards the knowledge and profits they received. Based on the results which require Likert scales, each statement will also be classified from 1 (Strongly Agree) to 5 (Strongly Disagree).

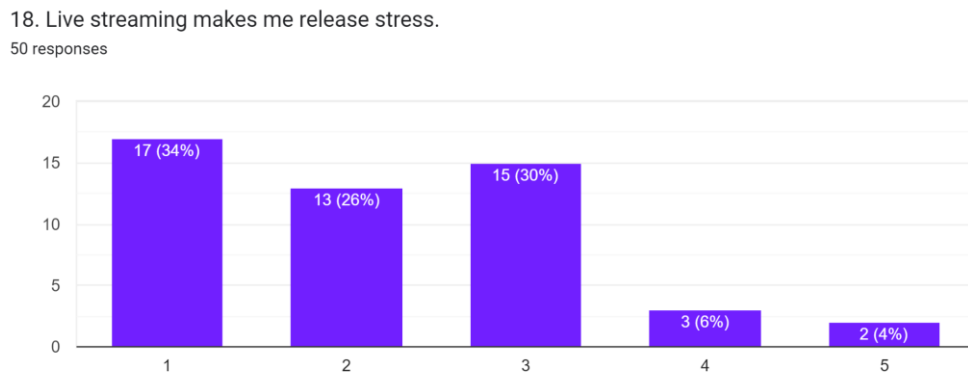


Figure 17

Figure 17 shows the statement “Live streaming makes me release stress”. This question will show whether respondents get to relieve stress while live streaming. From the figure, 34% of the respondents strongly agree to the statement, followed by 26% of the respondent agree that it gives them the time to release the stress from their life. 30% respondents prefer neutral to the statement. This leaves 6% of the respondents disagree and another 4% strongly disagree that live streaming can destress their mentality.

19. I made a lot of online friends while live streaming.

50 responses

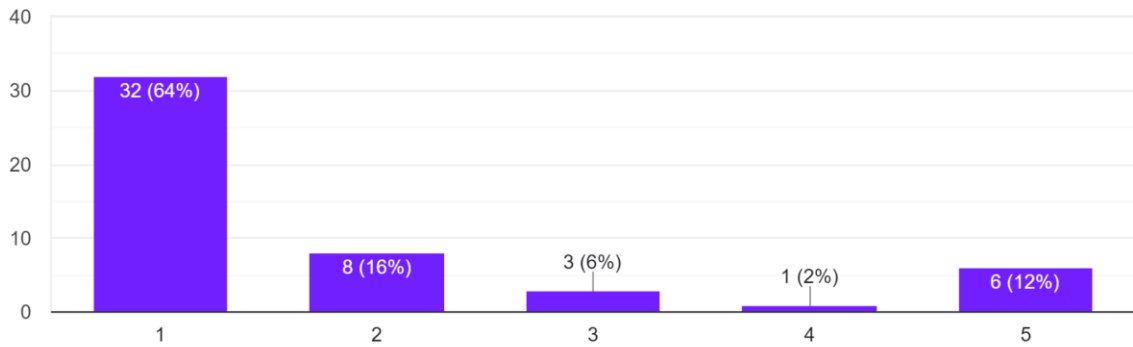


Figure 18

In this figure, it shows the results based on the statement “I made a lot of online friends while live streaming”. To increase connections and viewership, live streamers tend to make friends online which benefits them on being socialised. Hence, the majority of the respondents holding up 80% of the total respondents agree to the statement. This shows how live streaming allows them to communicate efficiently with their online acquaintances. 14% of the respondents disagree with the statement, suggesting that they have a private group of friends among themselves. As for the remaining 6% of the total respondents, they find the statement neutral.

20. I gain a lot of knowledge while live streaming.

50 responses

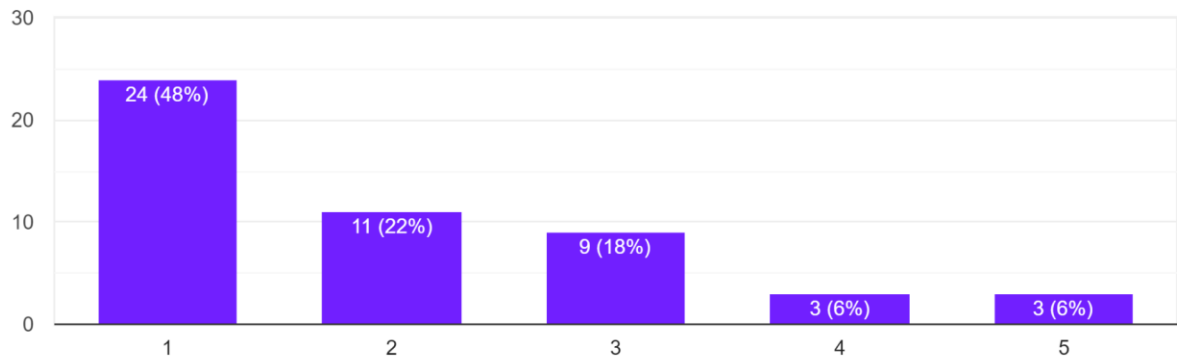


Figure 19

Figure 19 shows the number of respondents who react to the statement “I gain a lot of knowledge while live streaming”. This may find respondents whether they gained new knowledge or advice while being a live streamer. 35 respondents, being the 70% of the total respondents agreed that they have learnt new information while doing live streams online. 9 respondents with the percentage of 18% find it neutral in gaining knowledge, while the other 12% of the total respondents disagree with the statement.

21. I gain profit or money from live streaming.

50 responses

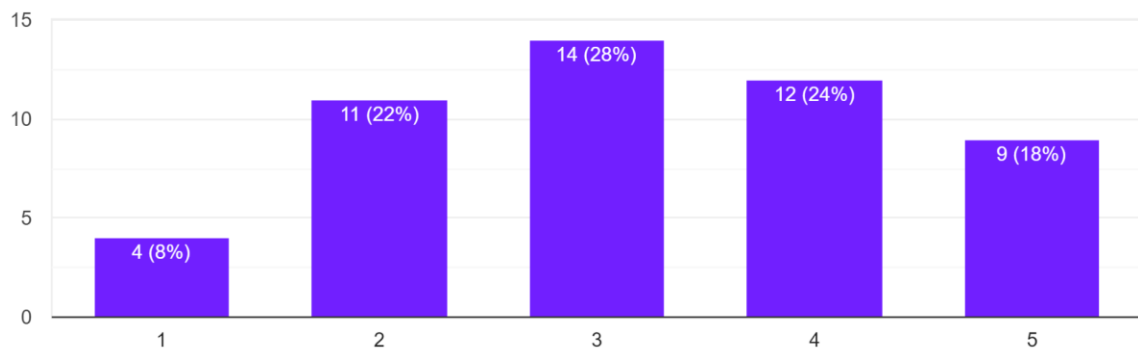


Figure 20

Based on Figure 20, the table shows the results of respondents providing their answers based on the statement “I gain profit or money from live streaming”. The question states whether the respondents are able to get their money revenue from live streaming. 30% of the total respondents agree that they earned their profit from live streaming on Twitch. 28% of the respondents find it neutral in having money income from live streaming. This may signify that sometimes they receive the profit, sometimes they do not receive it as affiliated Twitch streamers need to reach a certain amount of quota to get the pay check. Hence, the remaining 42% of the total respondents disagree with the statement.

22. I gain promotions from live streaming.

50 responses

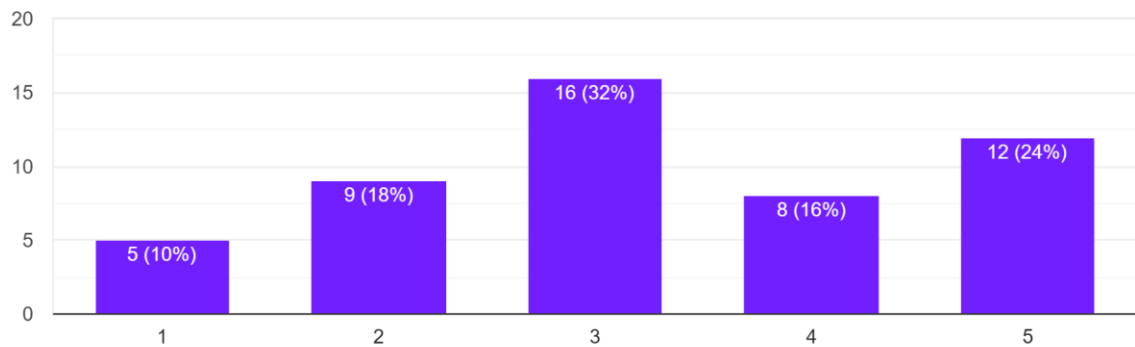


Figure 21

Figure 21 shows the statistics of the 50 respondents answering the statement, which is “I gain promotions from live streaming”. This indicates whether the respondents receive offers from their viewership and promotions either from non-affiliated being affiliated with Twitch or being partnered with Twitch. 28% of the respondents agree with the statement, showing that they receive promotions from Twitch. 40% of the total respondents disagree with it as they have not been getting promotions while live streaming. The commitments to the partnership is bigger than being an affiliate streamer, therefore the chances of getting promotion may be difficult. The remaining 32% of the respondents find it neutral to the statement.

23. Live streaming has impacted my life positively.

50 responses

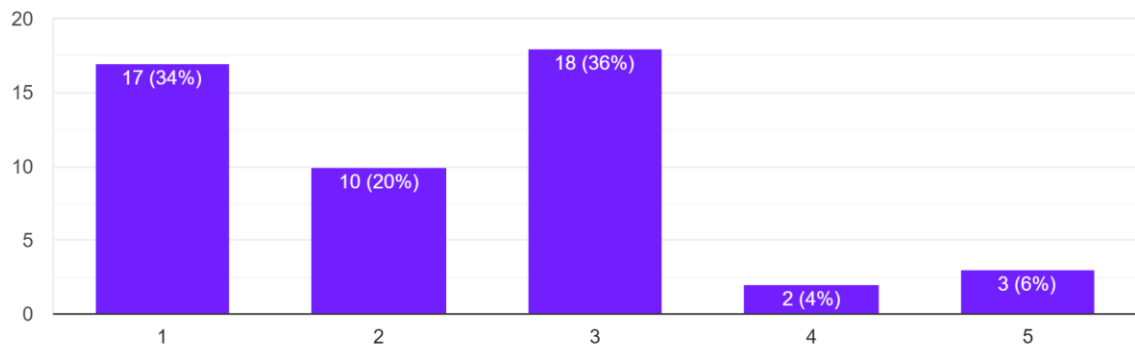


Figure 22

Based on Figure 22, it shows the responses of the statement “Live streaming has impacted my life positively”. It focuses on whether live streaming has positively impacted respondent’s daily life. 27 out of 50 respondents, which is 54% of the total respondents, agree to the statement as it has improved their life in a favourable way. 18 respondents (36%) are not sure whether live streaming provides them a positive impact. The remaining 5 respondents, which is 10% of the total respondents, disagree with the statement as their life did not gain positive improvement from live streaming.

4.6 Deep Insights of Live Streamers

This section will analyse the results of the three interview sessions to discuss more about the respondent's perspectives of live streaming. It deeply focuses on the live streamer's personal motivations towards live streaming and knowing the challenges they faced. It also shows how live streamers or content creators improve their live streaming from motivational goals despite encountering hardships or difficulties while live streaming.

4.6.1 Self-motivational goals and Other Motivations

Interviewee 1: The person is passionate in sharing game experiences on stream. The person gets to see its progression while looking back broadcasted videos, boosting his motivational self. It hopes to make friends with other live streamers and help streamers that are having low viewership. The person also hopes new viewers that visit the live stream will make them enjoy the content positively.

Interviewee 2: The person aims to be one of the best streamers on Twitch. The person not only hopes to earn more money revenue, but also be able to branch out its content creations to other social media. In its opinion, this way may help the person to increase viewership and popularity. Besides that, it hopes to be able to meet more friends which increase connections or network. Currently, the person also hopes to increase the channel's viewership during live streams and keep being committed fully to be a live streamer on Twitch.

Interviewee 3: The person makes content for fun during the live stream, in hopes to keep connecting with its online community. Mostly, the person got motivations from its viewers and community while establishing a good relationship with each other. It hopes to save money to upgrade its PC specs and gears. The person also tries to find ways to connect its

full-time job with its live streaming channel on Twitch. The person wants to self-market itself by seeking for more opportunities and hopes to increase its network or connections through live streaming.

4.6.2 Challenges of Live Streaming

Interviewee 1: The respondent has low viewership which affects its mental health. It also has to adjust the live stream by changing different trends or themes from time to time. As some viewers may say bad things and offensive words regarding the content created during live streaming, the respondent has to remain friendly and positive.

Interviewee 2: In the respondent's history, there are viewers that may spread rumours and drama to pull down live streamer's reputation which may affect its success. Furthermore, families can be worrying about their children which they initially disagree with due to constant gaming.

Interviewee 3: The respondent currently has low viewership which affects its mentally, causing the respondent to feel depression and lack of self-confidence. As it has a full-time job physically, the respondent prioritises more than live streaming. As the person previously wished to be promoted from Twitch Affiliate to Twitch Partner, it becomes difficult to focus on the direction it wants due to the commitments on the full-time job from 9am to 5pm.

4.6.3 Improvement of Live Streaming from Motivational Goals

Interviewee 1: The respondent gets to spend personal time and is able to balance its stream schedule despite working in an office job physically. It also gets to do collaboration with other live streamers, each introducing viewers to other streamers to help increase their viewership.

Interviewee 2: Same as interviewee 1, the respondent gets to spend personal time while being a live streamer as a full-time career. This condition requires earning a profitable monthly income of money revenue on Twitch. Because of that, the respondent is able to validate to its parents and family while being a live streamer. Furthermore, the respondent is able to have constant viewers that are supportive and provide good interactions together, which successfully becomes from Twitch Affiliate promoted to Twitch Partner.

Interviewee 3: The respondent gets to enjoy live streaming with viewers and friends comfortably despite having less time schedules to stream on Twitch. However, the respondent is able to schedule and organise events on its live stream such as collaborations and giveaways. Moreover, the respondent get to learn more knowledge towards technical and Information Technology (IT) Industry which changes its career path previously on event management careers. To help with the current job, the respondent also get to provide advertising of the respondent's work during its live streams.

Chapter 5: Discussion and Conclusion

5.1 Discussion

From demographics information, age, gender, and ethnicity provides insight of Twitch streamer's motivations in live streaming. For example, we can identify the majority of the respondent's ages ranging from 19 to 23 years old are most likely being a constant live streamer. Not only that, female and male genders also show the significance of the Twitch streamer's patterns. Based on the data results, the majority of male respondents may show different motivational patterns and their improvements towards live streaming. Ethnicity also plays an important factor when it comes to live streaming challenges. Each ethnicity has its own unique culture and teaching methods based on their upbringing.

Besides that, psychographics information helps provide context for understanding the majority of Twitch streamer's current role. We can discover the majority of the live streamers are from Selangor state, which is the geographical place with the big majority of people while having access towards the internet and is suitable for twitch streamers to live stream easily. Occupation also helps in identifying the respondent's time availability and comfortability in live streaming, which shows most of the live streamers are employed workers and able to find time to relieve stress after a long day of work.

By analysing results from Figure 7 to Figure 11, it shows the Twitch Streaming Usage from Malaysian Twitch streamers. As Twitch is widely broadcasted internationally, a big majority of Malaysian Twitch streamers preferably speak English during live stream, which may attract viewers from different countries. Twitch is one of the largest online game streaming networks (Geysler, W., 2023), therefore the majority of Twitch streamers would stream themselves playing video games. The results prove the statement in which all 50 respondents have streamed on games category. From the data Figure 9 and 10, it reveals Twitch streamer's average hours spent live streaming on Twitch and the majority of them has

maintained their live stream for several years ever since Covid-19 pandemic. Due to the pandemic, a lockdown started in 2020 (Hashim, J et.al, 2021) forcing people to stay at home, causing Twitch streamers to live stream to get rid of the boredom while staying at home. Figure 11 shows the software usage from Twitch streamers that provides multiple designs and its operations to help attract viewers to watch live streams.

Other than that, the findings from the data are able to show live streaming motivations from Twitch Streamers. Majority of respondents really enjoy live streaming every time while being able to chat with viewers and playing video games at the same time. One of the main reasons for Twitch streamers to keep live streaming is the viewer's constant support. Viewers play an important role in live streaming as it helps create a social presence for Twitch streamers, which involves them being a community. Most Twitch streamers also feel passionate about creating content on Twitch, which they are able to feel positive from keeping themselves motivated. However, the majority of the respondents have mixed feelings of earning money revenue and profits as a motivational way to live stream. This feeling also applies to them thinking about live streaming as an integral part of their life, which shows Twitch streamers live streaming is based on their current roles that they are able to pick up some time to do it for fun and enjoyment. Hence, it is clear that each respondent has their own different motivational goals to improve themselves.

Furthermore, Malaysian Twitch streamers are able to gain knowledge and profits from live streaming. From the data results, live streaming helps most of the respondents release stress from their daily life. Twitch streamers also get to hang out with their online friends while playing games together while streaming video games online. This may also attract viewers to have an interaction with the content creators while live streamers organise events and giveaways. Based on the findings, Malaysian Twitch streamers are able to seek more knowledge from live streaming. As they tend to stream video games, they are able to learn

moral values, whereas they are also able to seek advice from other Twitch streamers. Still, most of the respondents find that live streaming did not gain much on the money revenue or promotions from Twitch. Due to the population of Twitch streamers is moderately huge with more than 15 million online users (Geysler, W., 2023), gaining promotions and offers are minimal as marketers plan to target streamers with larger viewership and popularity. Hence, there are streamers who are unsure whether live streaming has impacted their life positively even though the majority of the streamers felt live streaming affects them positively.

Additionally, Twitch streamers may find their own goals towards live streaming depending on their availability. For instance, one of the interviewees aims to be one of the best streamers, which makes the respondent being a full-time streamer and able to spend more time to provide more content to increase its viewership and popularity. However, there are difficult times when it comes to live streaming. For example, two of the interviewees have low viewership which affects their mental health. Twitch streamers may feel lack of self-confidence and depression as they don't find themselves improving based on their live streaming statistics. However, there are improvements from the interviewees tackling the challenges from motivational goals. Based on the interviewees, it is suggested not to overthink the issues, but rather than being able to do what they are capable with. For example, interviewees not only can collaborate with other live streamers on Twitch, but also are able to organise events such as yearly subathon or giveaways to gain more exposure along with viewership. They are also able to spend some personal time to relieve stress and cope with depression. This way, we can conclude that the motivational goals show improvement towards Twitch streamer's live stream.

5.2 Research Limitations

Firstly, one of the limitations would be the small sample size of the respondents. As the research study mainly focuses towards Malaysian Twitch streamers, it does not fully represent the majority of Twitch streamer's different motivation goals and ways to improve their live streaming.

The second limitation of this research is it mainly focuses on descriptive findings about Twitch streamer's motivational ways and their benefits of live streaming. It only explores a small portion of the strategies behind the motivations and improvement of the streamer itself. Further quantitative research could uncover more specific reasons for the motivational ways from Twitch streamers and the effectiveness from the motivations based on their live streaming analysis.

5.3 Recommendations

To researchers that would like to further understand more towards live streamers motivations on improving their streaming content, they should examine deeper into the factors affecting Twitch streamers and the features from Twitch. In-depth interviews and surveys should be conducted to focus on Malaysian Twitch streamer's challenges and impacts when they decide to keep live streaming on Twitch. It is advice for researchers to increase the sample size to include a more varied and international sample of Twitch streamers which provides more details and insights. Other than that, researchers should look into Twitch streamers' attitude or reactions during their live stream whether it affects any impact on viewers or followers. This examines how viewers tend to think based on the streamer's personality on stream which provides them support by subscribing and having a constant view. Lastly, a longitudinal study is suggested to be conducted in further research.

This helps to track changes of the motivational ways and stream improvement from Twitch streamers as things may change from time to time.

5.4 Conclusion

To conclude this research, the study provides valuable insights into Twitch streamer's motivational ways to pursue live streaming and their improvement based on their motivational goals. Based on the years they spent on live streaming on Twitch, most of the respondents started live streaming around the time when the lockdown of Covid-19 Pandemic started. As Twitch is a game streaming platform, most of the respondents are able to attract more viewers and have been streaming within 1 to 3 years of experience.

Moreover, Most respondents continue to pursue live streaming due to the motivations from their constant and supportive viewers. Most of the respondents get to make lots of online friends while being a live streamer which helps them be socialised. Although live streamers encounter challenges such as not earning much towards money revenue or promotions, they are able to enjoy live streaming through motivations while gaining improvement, showing how it impacts their life positively.

Even though this research helps to provide information, there are still limitations applied to it. The limitations would be having a small sample size which focuses on Malaysian Twitch streamers and also focuses on the descriptive findings. For the upcoming research, it is advice to explore the factors affecting Twitch streamers to live stream and conduct more in-depth interviews along with surveys. Lastly, it is also advised to investigate the Twitch streamer's attitude and personality during their live stream which may impact upon their viewers or followers. This helps in giving a clear understanding of the Twitch streamer's improvement and also being able to track any changes of their motivational goals from time to time.

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